

1. Choose a product and a company.
2. Your project must show the impact of your company - provide details on the company's history, products, competitors, financial information, and SWOT analysis (<http://www.quickmba.com/strategy/swot/>).
3. In the financial information section, include copies of the company's financial statements, a tracking chart and graph of the company's stock from the last year, as well as a discussion of the company's financial situation. In your SWOT analysis, brainstorm ways the company could embrace, improve, face, and/or overcome their strengths, weaknesses, opportunities, and threats (SWOT).
4. Report on other issues the company is experiencing as they relate to topics of business curriculum using Chapters 1-6 terms and ideas. Use one term from each chapter in your project. These terms must be underlined as they are used in your presentation and paper.
5. Be sure to cite references used in your report and presentation.
6. Find a recent article that shows your company in the news. Summarize this article in your project. The article must be dated 2010. Read this article and include the url in your project.
7. Report will supplement your presentation and give a detailed account of your research. Report criteria: two page, double-spaced, typed report, one-inch margins, 12-point font.
8. Spelling, grammar, and punctuation will be graded.
9. The report is due the same day as your presentation.
10. A presentation will also be given by each student, which outlines the main points of your article and report. Visual aids such as PowerPoint presentation, etc. should be used for this presentation. Each student will have approximately 10 minutes to give his/her presentation and answer questions. Please be sure your presentation is at least 5 minutes long. The report shall be submitted at the conclusion of your report.
11. Report (25 points) and Presentation (25 points) 50 points total.
12. The date of each student's presentation will be Wednesday, December 22 @ 9:30-10:45.